



Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.,  
Washington, D.C. 20554

Re: WYCD Local Initiative

Dear Mr. Martin:

St. Jude is unlike any other pediatric treatment and research facility anywhere. Discoveries made at St. Jude have completely changed how the world treats children with cancer and other catastrophic diseases. St. Jude is a place where some of today's most gifted researchers are able to do more science, more quickly. Where doctors across the world send their toughest cases and most vulnerable patients. Where no one pays for treatment beyond what is covered by insurance, and those without insurance are never asked to pay. We've built America's 2nd-largest health-care charity, with a model that keeps the costs down and the funds flowing, so the science never stops. St. Jude reaches every community across the country because the research discovered at St. Jude is shared freely across the world.

In the last ten years through our St. Jude Radiothon and St. Jude *Dream Home* campaign WYCD has helped raise over 6.1 million dollars. With your support of dedicating countless hours in programming and on-air support, we were able to raise much needed funds to continue our life saving research. This simply could not have happened without the tools we had in place. In any type of fundraising the media is a crucial element in delivering the message of the cause. WYCD did so brilliantly.

WYCD aired numerous news stories and PSA's concerning issues of importance to each of our events. With each story we were able to deliver the message of our cause.

In conclusion, WYCD has been effective is serving my organization's needs as well as those of the community at-large.

Respectfully,

Stacy Ziarko  
Senior Event Marketing Representative  
St. Jude Children's Research Hospital